

*Amendments In the Claims*

Please amend Claims 14 and 17 as follows:

1. - 8. (Canceled)

9. (Previously Presented) A computer-implemented method for generating a slide presentation for a presentation target, comprising:

creating at least one presentation definition template comprising a plurality of component definitions, wherein one or more of the component definitions has an associated information bookmark;

associating a query condition with each component definition, each query condition determining whether the associated component definition is to be included in a slide presentation;

providing a mapping between each information bookmark and associated opportunity-specific data; and

in response to a command to generate a slide presentation for the presentation target, the computer performing the acts of

determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition; and

for each of the component definitions determined to be included in the slide presentation, automatically replacing the associated information bookmark with its mapped opportunity-specific data to generate the slide presentation, wherein said determining uses the opportunity-specific data, and said determining and said replacing are performed without human interaction.

10. (Previously Presented) The method of claim 9, wherein the presentation target is a potential customer of a sales organization, and wherein the opportunity-

specific data relates to potential sales opportunities between the sales organization and the potential customer.

11. (Previously Presented) The method of claim 9 further comprising associating a theme with the template, the theme indicating a primary decision criterion of the presentation target.

12. (Canceled)

13. (Previously Presented) The method of claim 9, wherein the query condition is a predefined threshold.

14. (**Currently Amended**) One or more computer memories collectively containing a data structure for a slide presentation, comprising:

a presentation definition template comprising a plurality of component definitions, wherein

one or more of the component definitions has an associated information bookmark;

an association of a query condition with each component definition, each query condition determining whether the associated component definition is to be included in a slide presentation; and

a mapping of each information bookmark to an associated **opportunity-specific item-of** data,

such that the presentation definition template may be used by a processor coupled to the computer memories to generate a slide presentation for a presentation target by determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition, and for each of the component definitions determined to be included in the slide presentation, automatically replacing the associated information bookmark with its mapped **opportunity-specific item-of** data, wherein

said determining uses **the** opportunity-specific data, **and**

~~the opportunity specific data comprises the item of data, and~~  
 said determining and said replacing are performed without human  
 interaction.

15. (Canceled)

16. (Previously Presented) The computer memories of claim 14, wherein the item of data is an opportunity-specific data.

17. **(Currently Amended)** A system for generating a slide presentation for a presentation target, comprising:

a means for creating at least one presentation definition template comprising component definitions, wherein

one or more of the component definitions has an associated information bookmark;

a means for associating a query condition with each component definition, each query condition determining whether the associated component definition is to be included in the slide presentation;

a means for providing a mapping between each information bookmark and an associated item of data;

a processor **comprising**

means for determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition in response to a command to generate a slide presentation for a presentation target, **[[;]]** and

**[[a]]** means for, for each of the component definitions determined to be included in the slide presentation, automatically replacing the associated information bookmark with its mapped item of data in response to the command to generate the slide presentation for the presentation target, wherein the processor means for determining uses opportunity-specific data.

18. (Previously Presented) The system of claim 17, wherein the presentation target is a potential customer of a sales organization, and wherein the data relates to potential sales opportunities between the sales organization and the potential customer.

19. (Previously Presented) The system of claim 17 further comprising a means for associating a theme with the template, the theme indicating a primary decision criterion of the presentation target.

20. (Previously Presented) The system of claim 17, wherein the item of data is an opportunity-specific data.

21. (Canceled)

22. (Previously Presented) The system of claim 17, wherein the query condition is a predefined threshold.